



A Multifaceted Approach to Education, Observation, and Feedback in a Successful Hand Hygiene Campaign

Single-center Prospective Study

Performed by Tufts Medical Center in Boston

WHAT WAS INVESTIGATED?

- After traditional communication and education strategies failed **to improve hand hygiene (HH) performance**, a **comprehensive campaign was implemented to achieve the goal of 90% compliance** at Tufts Medical Center in Boston.
- Important parts of the **multifaceted campaign** were:
 - Development of a marketing campaign fitted to the center's particular culture
 - Strong support from the medical center leadership
 - Multifaceted educational approach
 - Monthly feedback on HH compliance

WHAT WAS THE RESULT?

Rapid and sustained improvement in HH compliance.

Significantly greater HH compliance (mean = 94%) after the campaign compared with the mean HH compliance rate for the six months before the campaign (72%).

A multifaceted hand hygiene campaign with approach to education, observation and feedback results in rapid and sustained improvement in compliance.





BACKGROUND

Health care-associated infections (HAIs) cause mortality, morbidity, prolonged hospital stays, and contribute to increase in health care costs. Hand hygiene (HH) is a fundamental aspect to prevent HAIs. Therefore, the improvement of HH compliance is a major target of the World Health Organization Patient Safety Challenge and one of The Joint Commission's National Patient Safety Goals. In many hospitals, the adherence to HH standards remains low among health care professionals. And despite the presence of a traditional HH program at Tufts Medical Center (Boston), the HH compliance rate was consistently low.

GOAL

The aim of the study was to improve the hand hygiene compliance at Tufts Medical Center in Boston to achieve the goal of 90% compliance by implementing a comprehensive multifaceted hand hygiene campaign.

DESIGN AND METHODS

To substantially improve hand hygiene compliance, a very comprehensive HH program was implemented at Tufts Center in Boston from March 2008 to February 2009. It consisted of:

- A HH marketing campaign developed to reflect the culture of the medical center
- Strong support from the medical center leadership (also represented in the promotional material)
- A multifaceted educational approach including a number of teaching modalities
- Installation of alcohol-based hand-sanitizer dispensers in all public non-patient care areas
- Feedback of HH compliance provided monthly to the entire medical center community

RESULTS

In contrast to previous campaigns, which led only to moderate improvements in HH compliance (e.g. 72% in the six month before the campaign), this comprehensive HH campaign resulted in a rapid and significant improvement in HH compliance (Figure 1). HH compliance substantially rose to 90% at the beginning of the campaign in March 2008. Despite of a short slip in April 2008 (87%), the Compliance consistently remained above the target of 90%, with a mean of 94%.

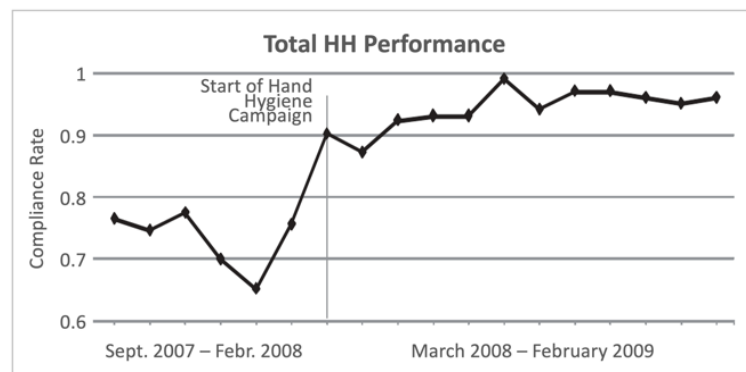


Figure 1: Modified from Doron 2011.

CONCLUSION

When traditional communication and education strategies failed to improve HH performance, a comprehensive campaign using a multimodal approach resulted in rapid and sustained improvement in HH compliance at an academic medical center. The campaign was based on education, observation and feedback together with strong commitment by hospital leadership.